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# Law of Quality Exchange and Ethics of Fulfillment of One's Wishes with Quality

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## I. INTRODUCTION

The research of quality management has always focused on the research of management methods, and the research of basic theory and quality philosophy have not been paid attention to. The cross study of quality science and ethics has also been ignored. The research work in the following aspects is either not carried out or not deep enough: the quantitative expression of quality, the relationship between quality and value, and the relationship between quality law and value law. The causality of behavior quality is only used as ethics, and the color of superstition is strong, and the objective law behind it has not been excavated. In short, there are few reports on the law of quality movement, the quantitative expression of quality and the theory of ethical quality management.

The quality management theory established by Dr. J. M. Juran as a representative belongs to engineering quality or technical quality under the category of "methodology" under the view of small quality (belonging to the category of quality management application research). Solving the worldview issues closely related to quality work is its weak link. It is necessary to make up for the basic theoretical research of quality management. Dr. J. M.

Juran called the sub-quality law with the function of "rewarding the good and punishing the bad" as the "quality levee". This expression was somewhat rough and the effect was not satisfactory. "Quality levee" is only a description of the phenomenon, and does not dig out the deep essence. It is necessary to take this simple quality law (the truth about quality function) as a high-level quality law. The problem of quantitative expression of quality has not been solved. This paper also explores these two issues.

Reference [2] demonstrates that quality has value. Since quality has value, value conforms to the law of value (the law of value exchange). In this way, we can at least theoretically affirm that quality can also be exchanged. Reference [3] points out that quality are a positive degree. In this way, value and quality are extremely symmetrical. They are two different manifestations of the attributes of things. The difference and connection between the law of quality exchange and the law of value exchange have showed forth in this writing.

Commodity exchange in value exchange is the exchange at the material level. However, there are spiritual exchange between people and between people and society. In people's life, spiritual exchange, communication and heart to heart communication are still very important. The reason is that human spiritual life is very rich, and communication and exchange at the spiritual level can have a significant impact on the exchange at the material level. However, for a long time, the research progress of spiritual exchange law has been slow (ignored). People only divide it into the category of ethics and morality for popular publicity, and less work has been done in the aspects for its theorization and scientize. The high school of ethics in ethics is ashamed to talk about the rewards of virtue, the effect of behavior on interests, and the effect of virtue on production. The western constrained production management theory [4] mainly studies how to use human nature to improve production management. Public administration theory rarely mentions the role and significance of behavioral quality. The behavioral science theory established in the late 1920s and early 1930s mainly combined psychology and management to study and serve production management. Few studies have been done on the theory and practice of the combination of psychology, management and ethics. There is only one value law with equivalent

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exchange as the core, which obviously cannot meet the needs of studying "the law in the three interdisciplinary disciplines of quality, management and ethics, in which the spiritual exchange and material exchange play a role together with behavior quality and material quality". Production management theory, public administration theory and behavioral science have not summarized the quality law that can compare with the law of value.

With the gradual development of the commodity economy and the continuous increase of human demand, in addition to the use value among the factors that determine the equivalent exchange of commodities, the quality of commodities has attracted more and more attention. The influence of brand on price is the resonance effect of quality on price. In the brand effect, the quality of goods almost surpasses the use value of the goods and becomes the first element in the equivalent exchange of goods. In other words, quality has already participated in the exchange of commodities. Due to the different value orientations between commodity providers and buyers, there are always various contradictions in commodity exchanges caused by the inconsistent quality value positioning. The reference [2] points out that quality have value. The exchange of commodities is the exchange of value, and quality is not the same as value. Therefore, quality exchange should also have its own characteristics and laws different from value exchange (quality exchange is certainly not dominated by use value and the amount of socially necessary labor).

This article expands the scope of discussion of quality value to include the quality of behavior, environmental quality, quality of life, etc., and puts forward the propositions of "the law of quality exchange" and "standards of fulfilling one's wish with quality", and the formation mechanism of the rules and norms, connotation, boundary, basic content and so on. This paper expands the discussion scope of quality value to the large quality field including behavior quality, environmental quality and quality of life, puts forward the propositions of "quality exchange law" and "standards of fulfilling one's wish with quality", and makes a preliminary discussion on the formation mechanism, connotation, boundary and other basic contents of this Law and norm. This paper attempts to solve the contradiction in the value orientation of commodity quality by defining the value of quality.

## II. THE SOCIAL BASIS OF THE LAW OF QUALITY

The title of this section refers to the social soil and environment that nurture the law of quality exchange. The law of mass exchange comes from the advantages of human beings.

All human thoughts and behaviors are governed by basic thoughts and habits that "have the

characteristics of the times." Whether it is product quality or work quality and life quality, they cannot escape the domination of worldview and habits. The resonance of ideology and habits can condense scientific standards of life and behavior. When human beings feel confused, they must yearn for the formation and emergence of a new general policy and general goal of behavioral quality with the flavor of the times. "Management" is a kind of behavior, an activity with a supervisory nature to implement the norms of ideological behavior and the general policy and overall goal of the quality of human ideological behavior. The elements of management are: "summary", "plan", "supervision" and "make order" and "efficient". The discovery of the law of quality exchange and the advocacy of norms "Fulfilling one's wish with quality" can provide a breeding ground for the establishment of quality management theories of "correct worldview orientation" and "complete quality management methods under the guidance of correct worldview".

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The behavioral science theory established in the late 1920s and early 1930s mainly combined psychology and management to study and serve production management. Few studies have been done on the theory and practice of the combination of psychology, management and ethics. There is only one value law with equivalent exchange as the core, which obviously cannot meet the needs of studying "the law in the three interdisciplinary disciplines of quality, management and ethics, in which the spiritual exchange and material exchange play a role together with behavior quality and material quality". Production management theory, public administration theory and behavioral science have not summarized the quality law that can compare with the law of value.

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The ancients unconsciously used the content of quality exchange: Buddhism's theory of karma; Confucianism's method of becoming a benevolence: "if you want to establish yourself, help others establish themselves (do to others as you would have them do to you)", "what you do not want done to yourself, do not do to others"; There are also slang terms such as "you must reap what you have sown". However, the ancients did not clarify the essence of these principles, and they often believed that it was God or immortals that led the development and change of everything. The relationship between individual effort and gain has not been quantified and highly generalized. Is it better to summarize these phenomena and principles as the law of quality exchange? This article not only completely eliminates the color of superstition, but also abstracts the laws, functions and characteristics of prime movement from complex social and natural causal phenomena. The concept of karma in Buddhism is somewhat superstitious. Actually, these causal relationships are determined by the resonance of the laws of nature, the value of quality, and human justice (i.e., jointly determined by natural laws and social laws). For good deeds, evil deeds, scientific deeds, unscientific deeds, fair deeds, and unjust deeds, there is actually only a difference in the quality of behavior among them. Good deeds, evil deeds, scientific deeds,



unscientific deeds, fair deeds, unjust deeds, etc., which are inevitable results (good for good and evil for evil, and similar causality) can be abstracted as behavioral quality exchanges. The exchange of behavioral quality embodies the value of quality.

"Rewarding the good and punishing the bad" is obviously also the result of the quality exchange law (inferior quality output must be exchanged for inferior quality input). Once the people fully accept the view that "the law of quality exchange is determined by the way of nature and the human heart — the inevitable law of nature and society", the enthusiasm for following the "standards of fulfilling one's wish with quality" will be greatly enhanced. To improve the quality of collective behavior obviously requires scientific (standardized) quality management.

As stated above, before the establishment of the concept of quality exchange law, quality exchange law played an active role all the time. It is pointed out that people have also become accustomed to using the law of quality exchange and its popular expressions to educate people and benefit. The following will discuss the nature, formation mechanism and positive effects of the quality exchange law (referred to as the quality law). The following will discuss the essence, formation mechanism and positive role of the law of quality exchange (referred to as the law of quality), as well as the results of the combination of the exchange at the material level and the exchange at the spiritual level and the theoretical basis of ethics quality-science.

Next, we first discuss the objectivity and development trend law of quality exchange and "standards of fulfilling one's wish with quality" and the nature and definition of the law of quality exchange and its relationship with the law of value. Then, we discuss the role and significance of this law and code of conduct.

The social basis of the law of quality exchange determines that the law of quality exchange is mainly the inevitable, essential, stable and repeated orderly relationship between behavior quality and resources. As long as the things related to the choice and control of the quality of behavior are necessarily the things related to ethics.

### III. THE OBJECTIVITY AND DEVELOPMENT TREND LAW OF QUALITY EXCHANGE AND "STANDARDS OF FULFILLING ONE'S WISH WITH QUALITY"

Most countries and regions uphold the world outlook of "freedom, democracy, justice, science, integrity and friendship". It is not difficult to find that "fulfilling one's wishes with quality" can dominate these contents. The norm of fulfilling one's wishes with quality is also a norm of moral ethics and ideological behavior. It is a high-level world outlook and ethics to fulfill one's

wishes with quality. Fulfilling one's wish with quality comes from the objective law that the quality of behavior can be exchanged. The law of quality exchange and the law and norms of fulfilling one's wishes with quality can be used in moral education and management (especially in ethical management). The author will introduce the management theories and methods of fulfilling one's wishes with quality. This section mainly introduces the connotation of the law of quality exchange.

#### a) *The Nature and Definition of the Law of Quality Exchange and Its Relationship with the Law of Value*

The degree to which product quality and service quality meet the requirements of consumers is determined by the behavior quality of bosses and employees. The high level of product quality or service quality (especially the continuous high level of product quality and service quality) is the performance of the high level of human behavior quality. The so-called "quality exchange law" means that the input quality in exchange for output quality is basically equivalent in level and value, that is, high-level, high-value quality is exchanged for high-level, high-value feedback quality, and low-level and low-level feedback quality is exchanged for input quality. The quality of value is exchanged for low-level, low-value feedback quality. Abbreviated as "what quality is given, what quality is received", "what quality is planted, what quality is obtained". It has the characteristics of "not obvious or even violated in a small range and short time, but it is inevitable in a large range and long time —Trend towards equal quality level exchange" and universally applicable. The law of quality exchange is the causal law between man and man, man and society, man and nature, and is the causal relationship whose reason is behavioral quality and product quality. The quality law is a process accumulation effect. It can only be manifested clearly after a certain degree of process accumulation. The quality exchange process is an ongoing process. Sustained and stable satisfactory quality output can make quality recipients generate trust and even loyalty psychological and emotional. Once this level is reached, the quality output can get a value-added return (return value). Both behavior quality and product quality conform to this Law of change and development. For example, continuous good product quality can lead to the formation of famous brands. Once a famous brand is formed, the price can be greatly increased and high profits can be obtained. If a person continues to maintain high behavior quality output, he will get valuable resource ownership, domination or honor.

This article adopts the quality definition of "quality is a positive degree" [3]. The quality exchange is the exchange of waiting for the positive degree. The "positive degree" is the intensity quantity, and the "positive effect" is the extensive quantity. When the

number of particles as the denominator is constant, the greater the positive effect, the higher the positive degree. A relationship (qualitative relationship and quantitative relationship) between quality and positive effects (value) is as follows.

$$\text{Quality} = \frac{\text{Value (Positive effect)}}{\text{Prime points}} \quad (1)$$

*Equation (1)* shows: the quality of a batch of products is the average value of the batch of products (positive effect). The number of prime points in the denominator is the number of complete monomers that create (or contain) the total amount of positive effects in the numerator. The unit of the prime point in the formula can also be a duplex unit (for example: every service organization every day, every bridge every day, every workshop every day, etc. They are used to represent the quantitative positive effect output by each service organization every day, the quantitative positive effect generated by each bridge every day and the quantitative positive effect created by each workshop). *Equation (1)* is one of the quantitative expressions of quality. That is, the positive effect of the unit prime-point is one of the qualitative and quantitative expression methods of the positive degree (quality). For the exchange between individuals and collectives and society, it is generally the number of people. For the process output of individuals, collectives, and communities, it is generally the number of people. In a specific small area, the number of prime points can also be the number of products (for planting behavior, it can be the number of acres, hectares, tons, etc.). For products or commodities, the number of prime points should be pieces, batches, tons, kilograms, etc. (as long as the exchange parties use the same unit). It can be seen from the *Equation (1)* that, in the standard case, the quality of the behavior output by the individual is exactly the value of the individual's contribution to society. The value of the resources that the society gives back to the individual fluctuates with the median value of the individual's contribution to the society. The quality of life that the society gives back to an individual is called "the quality of feedback obtained by the  $i$ -th individual" [denoted as (quality) $_i$ ].

$$(\text{Quality})_i = \frac{(\text{Positive effects})_i}{(\text{Number of prime points})_i} \quad (2)$$

Where:  $i=1,2,3\dots n$ ; (Number of prime points) $_i=1$ . The quality of individual output to society can also be expressed by *Equation (2)*. Just as speeds are not all averages, the quality represented by *Equation (1)* is not all averages (for different quality, value and quality carriers, the situation is different). In the same society, the (quality) $_i$  obtained by different individuals are not the same (not all social averages). An individual's happiness index is a manifestation of the individual's reception

quality level (the quality level that the society sends to the individual). According to *Equation (1)*, we can also get the relationship of "Quality level=Value quantity/Number of prime points". *Equation (2)* is the differential expression of *Equation (1)*.

Subjective quality is defined as "quality is degree to which a set of inherent characteristics fulfills requirements". A high degree of meeting reasonable requirements is obviously a great positive effect (that is, great value). "A set of inherent characteristics" is not the sum of the characteristics of a batch of products, nor the sum of the characteristics of all the same products from the same source (i.e. it has nothing to do with batch size). The "degree to fulfill requirements" is also independent of the batch. The correct understanding of the original definition of quality is the degree to which a set of inherent characteristics of each product (i.e. unit product) meet the requirements. In other words, the meaning of "requirement" in the existing quality definition is: for wholesalers, it is the performance requirements for each product; for individual customers, it is the performance requirements for a product (or each product). The product standard also stipulates the upper-lower limit of each performance index (this is also the relevant requirement for each product). In this way, "The degree to which a set of inherent characteristics fulfills requirements" is the degree to which a single product (or average each product) meets the requirements, and it is "the positive effect of a set of inherent characteristics of a unit product (or service)" (it has nothing to do with the batch size and organization size). The extrinsic characteristics of the quality carrier do not contribute to the positive effect of the quality carrier. As mentioned above, the "requirements" in the definition of quality are requirements for the inherent characteristics of each product, and there are only two ways to make products meet the requirements, one is to increase the average positive effect of each product, and the other is to reduce Require. Reasonable requirements for products are determined by the level of social productivity and culture, are objective and cannot be changed at will. In this way, product quality can only be a positive effect of unit products. The positive effect of a unit product is one of the ways to express the positive degree of the product. It is obvious that *Equation (1)* correctly expresses this understanding. *Equation (1)* is completely consistent with the existing quality definition.

High value does not mean high quality level. For example, a factory has two batches of products, and the second batch of products is an upgraded product of the first batch of products. But the batch size of the first batch is much larger than the batch size of the second batch. The value of the second batch of products is obviously less than the value of the first batch of products. In this example, the number of prime points in the *Equation (1)* is the number of pieces of the product.

The quality of a batch of products can be expressed by the average value of the batch of products. In an absolutely just society, how much a person contributes to the society, the value of the resources he or she obtains from the society. This is the value exchange between the individual and the society, and conforms to the law of value exchange (the difference between it and the exchange of commodity value is still not controlled by the consciousness of an individual, and it is not an instant exchange). The set of functions played by the law of value exchange can constitute a component of the law of quality exchange. However, for the quality exchange between man and nature, farming and planting behaviors other than protecting the natural environment do not have this collective effect (because most farming and planting destroy the natural environment). It can be seen from *Equation (1)* that quality exchange is the exchange of positive effects (value) per unit of prime point. It can be seen that when the quality and quantity of the prime points of the quality carriers participating in the exchange are the same, the quality exchange is also an exchange of value, and a quality exchange between individuals and society.

In the same group (that is, among groups with equal status and equal status), the overall effect is in accordance with the quality law best, and the effects of the quality law vary greatly among different groups. In an unjust society, the quality of life obtained by a considerable number of people has little to do with their quality of behavior (for example, the income of earls, officials and slaves in a society with hereditary status has little to do with their contribution). However, in groups with the same or nearly the same status, people with a high level of behavioral quality receive a high level of feedback. In other words, even in an unjust society, the law of prime exchange still exists approximately in the same circle.

The above reveals the "relationship between quality movement and value movement" and the "relationship between quality law and value law", and at the same time reveals the essence of quality exchange. It is not difficult to see from the relationship between quality exchange and value exchange that the equivalent value exchange of commodities cannot exceed the scope of "equal quality level exchange".

Since the value of "different types of quality" cannot be compared, the exchange of quality is not limited to the exchange of equal value. Since there is a law of quality exchange, if the pursuit of good wishes continues to be satisfied, we can only realize the willingness of ourselves and others to better meet the reasonable needs of ourselves and others by improving the quality of behavior — "fulfilling one's wish with quality." "Fulfilling one's wish with quality" (also known as "fulfilling one's desire with quality") is a measure and standard that conforms to the law of quality. As long as the law of quality exchange exists, if you do not fulfill your wishes

with quality, but take it with skill, you will be punished by the law of quality exchange. A high level of behavioral quality represents "achievement" and "high moral standards." The norm of "fulfilling one's wish with quality" has the educational function of admonishing people that "if they want to live well and reach a higher level of personality, they have to improve the quality of their own behavior" ( "do not improve the quality of their own behavior") education function.

Quality exchange is not an on-site, immediate deliberate action, but a feedback movement of value and quality determined by the laws of nature and society that are not shifted by human consciousness. The quality exchange is mainly based on the exchange between "individuals & collectives" and "nature, society & collectives". The quality exchange between people also accounts for a certain percentage. Human behaviors are rewarded when they act on nature. This quality exchange is determined by the laws of nature (the laws of nature determine that high-quality management and labor can get more rewards). Human behavior affects the rewards received by others and the society. This quality exchange is determined by the resonance of people's justice (that is, human nature and "the social environment determined by human nature and system"). In the process of quality exchange, the output is the quality of behavior and the input is the quality of life, but the output and input are still the value of the unit prime-point (value is a positive effect rather than the amount of social necessary labor). In other words, the essence of the law of quality and the law of value is the law of value movement. The differences between the two are: ① Quality exchange is not transferred by human consciousness, while commodity transactions occur according to the wishes of each person; ② Quality exchange is not strictly equivalent exchange, but approximately equal quality level exchange. Commodity transactions are strictly equivalent exchanges; ③ Economic commodity transactions are instant exchanges with the participation of monetary media, and quality exchanges are intangible slow exchanges with the direct participation of valueless media. ④ Quality exchange is an equal exchange of "strength quantity", and value exchange is an equal exchange of "extensive quantity".

#### b) *Determinants of Quality Exchange Laws, Exchange Content and Exchange Objects*

The root of the law of quality exchange is the law of nature and the effect of human nature-the combined result of human instinctive response to good, bad, good, and evil and the effect of the law of nature. Human justice, comprehensive quality and the social system determined by human nature have a great influence on the law of quality exchange. To comply with the basic laws of nature and human society for the purpose of high returns will inevitably output a high level

of behavioral quality. In human society, under a scientific and reasonable social system, as long as there is a "just mind" and a "repay mentality" (repaying grievances directly, repaying virtue with virtue, and rewarding others with peaches and peaches), "punish evil and promote good", The human nature of "praising the good and degrading the evil" and "praising the good and degrading the bad" inevitably exists in the law of quality exchange. Therefore, the determinant and essence of the law of quality exchange is the value of quality, not just the economic value of quality, but the positive role determined by natural laws, social laws, human nature and social systems. Except that the quality exchange between man and nature is determined by the laws of nature, the essence of other aspects of quality exchange is the resonance effect of human nature. It can also be said that the essence of the law of quality exchange is the comprehensive manifestation of the laws of nature, human nature, conscience and social system, and the manifestation of the laws of nature.

From another perspective (or from another level), the determinant of the law of quality exchange is that quality has value (or "quality is wealth and resources and has a positive effect"). The decisive factor that is meaningful to the criterion of fulfilling one's wish with quality is the existence and function of the law of quality exchange. The criterion of fulfilling one's wish with quality has the function of guiding people to develop in a good direction, and it has huge positive significance once it is put forward. Its function of "leading people to develop in a good direction" determines that even if the law of quality exchange and the law of fulfillment to one's wish with quality do not exist objectively, but are entirely advocated by the author, they are also Laws, guidelines and theories to be beneficial to mankind (have positive significance). The "quality" in the law of prime exchange includes all forms of quality. Therefore, the scope of application of the law of prime exchange is very wide.

The quality of input from nature and society to different people is different, and the decisive factor is the quality law and the quality of individual behavior. The law of quality exists objectively, and the individual cannot change it. The behavior quality of individual is obviously determined by each individual. This determines that it is of great significance to establish the concept of quality exchange law and advocate the standardization of quality for desire.

The specific content of quality exchange varies in different processes. It mainly includes exchanges among "quality of behavior", "quality of work", "quality of life", "quality of life", "product quality", "and service quality", and "environmental quality". The quality of products and services of an enterprise are exchanged for the quality of life of the enterprise and the quality of life of the employees. The quality of one's behavior is in exchange for the quality of one's life [4, 5]. The quality of the government's management is in exchange for the

quality of life and work of the people, as well as the quality of the spiritual life of the managers. The low-level behavioral quality of poor study and poor work ultimately results in a low-level quality of life. The most obvious example of quality exchange between human and nature is that when human beings violate the laws of nature and destroy nature, this low-level behavior quality in exchange for poor environmental quality enjoyment. The two sides of quality exchange can be man and nature, individual and society, individual and group, collective and collective. We can also say that everyone or group exchanges quality with "God". Mutual help, tit-for-tat, good retribution for evil, etc. generally belong to the quality exchange between people. "The competition of things, the survival of the fittest" includes the meaning of exchanging between "life" and God (nature). "Mutual help, tit for tat, good will be rewarded, evil will be rewarded, and the survival of the fittest" is a branch of the law of quality exchange and fulfilling one's wishes with quality. "Mutual assistance, tit-for-tat, good will be rewarded with good and evil will be rewarded with evil, the competition of things, the survival of the fittest" all belong to the scope of the law of quality exchange and the fulfillment of wishes with quality.

The output quality of the society to the individual can be evaluated by the amount of resources provided by the society to the individual. The corresponding resources that the society outputs (or provides) to individuals will inevitably be transformed into a specific quality of life. This quality is difficult to be evaluated accurately. The reason is that the composition of the output quality of the individual by the society is very complicated, contains subjective factors, and there is no good judgment standard and method. The output quality levels of different types of quality carriers are also difficult to quantify and compare. In this case, how should we understand the exchange of equal quality levels? We can divide the output quality of various quality carriers into ten energy levels (the positive degree or quantitative positive effect is also divided into corresponding ten levels). The "equal quality level" in the exchange of equal quality levels between different types of quality carriers means that the quality levels divided by means of this method are the same. For example, the level 8 quality is exchanged with the level 8 qualities, and the level 10 quality is exchanged with the level 10 qualities. This classification of quality levels is also difficult to achieve. Fortunately, quality exchange does not need to be manipulated manually; it is a natural guarantee to exchange approximately equal quality levels.

The equal use-value exchange of the same quality carrier does not violate the principle of equal quality-level exchange. The collection of equal use-value exchange constitutes a component of equal quality exchange. Therefore, equal use value exchange does not violate equal quality-level exchange. This can be



seen directly from *Equation (2)*: when the denominator is all 1, the quality level is equal to the value.

"Vote for a peach and repay it with a plum" is an exchange of equal value, "A favor of drop of water received should be repaid with a surging spring" and "requite resentment with justice; requite kindness with kindness" are all praised norms. Although such a single exchange between people partially violates the law of quality exchange, being able to persist in doing so will improve the quality of individual behavior, and ultimately lead to such exchange of quality between people and society back to an equal quality level exchange. Quality exchanges can be divided into time periods and ranges. Some quality exchanges take a lifetime and can benefit families and continue to future generations. The output of behavioral quality is also continuous and time-divided (the childhood did not make a contribution to the society, but received the quality of life given by the society and the family). As long as you continue to output behaviors that affect society, the quality exchange process will also continue. The quality of behavior is exchanged for various resources (power, honor, status, money and material, as well as intangible support-personal connections). The final effect of the individual's acquisition of various resources is the individual's quality of life or happiness. Learning hard to lead to good grades is determined by the laws of nature, and it is the quality exchange between the individual and the way of heaven (nature). There is a chain quality exchange process. For example, study hard, good grades (high level of knowledge and ability), strong ability to work with the same energy, and get a high rate of social return. The exchange of work quality will extend vertically as the work continues. Individuals and institutions exchange quality, and institutions and institutions, institutions and society can exchange quality. This is the vertical quality exchange chain. The various quality exchanges and work quality exchanges that individuals take place in various social activities are intertwined to form a total quality exchange with society. The quality exchange chain is based on the vertical exchange chain and supplemented by the horizontal exchange chain. The longitudinal and horizontal chains of quality exchange form a three-dimensional quality exchange network. Everyone connected with society is at a different point in the quality exchange network. Various quality exchanges are brought together at this point to constitute the quality exchange effect obtained by the individual.

Since quality is not only wealth but also a positive effect of unit prime-point, some qualities also have direct value. Therefore, the essence of the law of quality exchange is the law of value movement, just like the law of value. Fulfilling a wish with quality is both a norm and a law of quality exchange (if it refers to the promotion of fulfilling a wish with quality, it is a norm. If it is "statement of the fact that a wish can be fulfilled by

improving quality", it is the law of quality exchange). In the object of quality exchange, one party is an individual or a collective or a nation or a country, and the other is an individual or a collective or society or nature. This is the object of quality exchange. The output of one party is the quality of behavior, product quality and service, and the feedback of the other party is the satisfaction of the first party (benefits and/or quality of life). This is the content of quality exchange. Although commodities and currencies participate in the slow process of quality exchange, in general, quality exchange is generally an intangible potential exchange. Someone makes a great contribution to society, but he is overworked, his health is impaired, and his quality of life is poor. This is not a failure of the quality exchange law, but two sets of quality exchange processes are working at the same time: In the process of quality exchange with nature, he has a low level of behavioral quality, which leads to poor health; in the process of quality exchange with society, he has a high level of behavioral quality. The laws of society cannot change the laws of nature. The high level of feedback quality he received in the latter process cannot change the consequences of his quality exchange in the previous process (the quality of social feedback can still be enjoyed by the family).

c) *Quality is not only a Rule, but also a Code of Conduct, or a Different Outlook*

Behavior quality exchange can be active or passive. Passive exchange is to passively and naturally conform to the objective laws related to the effect of behavior quality. Active exchange is to have a clear subjective desire (or a clear behavioral purpose), that is, to take the initiative to use the objective laws related to the effect of behavioral quality. The law of quality exchange refers to that behavior quality can be exchanged with natural and/or social resources. The regularity is that the higher the level of behavior quality, the higher the quality of life of the behavior executors determined by the resources obtained from nature and society. That is to say, the main body of quality can be different, but for the quality level and quality value, it must be "High out, high in", and I "low out, low in". The most important part of "resources" is connections resources (people's admiration, support, popularity, public will and even believed by people). The process of obtaining labor achievements through general social labor is to exchange resources with the use value of labor. Quality exchange can be said to be mainly the exchange of added value of behavior quality. The added value of behavior is the value of behavior quality. If everyone's behavior quality level is the same, the quality value exchange will be completely integrated into the value exchange and disappear. The evaluation of quality value is relatively difficult (much more difficult than the evaluation of commodity value), and no one deliberately evaluates it, which is a natural response of There is a

balance in the heart of man (i.e., justice). The value that is acquired because "the quality level of behavior acting on nature is higher than the average quality level" can be regarded as both the value of quality and the random fluctuation of general labor value. We will discuss how to characterize and classify it in detail in the future.

The law of quality exchange also refers to the good will to achieve high returns by continuously improving or maintaining a high level of behavior quality. To sum up, we can use quality to realize our good wishes. To sum up, it means that we can realize our good wishes by improving the quality of our behavior, which is called "fulfilling our wishes with quality" for short. It includes multiple meanings: using better behavior quality can achieve more and better wishes; I want to improve the quality of behavior in exchange for more benefits; it is a kind of moral norm to fulfill one's wish with quality. The second meaning is obviously to actively carry out behavior quality exchange, which is also a kind of "multi win" thought behavior. As long as we persist in improving the quality of our behavior for a long time, we can also live more comfortable, natural and happy even if we can't gain in both fame and wealth. It can be seen that the connotation of the concept of fulfilling one's wishes with quality is richer than that of the concept of the law of quality exchange. Although the concept of "fulfilling one's wish with quality" originates from the law of quality exchange, the significance of establishing this concept has gone far beyond the concept of the law of quality exchange itself. As long as we do well in "freedom, democracy, science, justice, integrity, friendliness, benevolence, righteousness, strong heart and responsibility", we will have a high level of behavior quality.

It is a kind of social morality and social ethics to advocate or pursue quality to fulfill one's wishes with quality. Seeking high returns by improving the quality of their own behavior is not selfish, but a positive behavior of pursuing multi wins. Except those who deliberately to fish for fame and compliments or seek quality value return by deception. Social ethics of fulfilling one's wishes with quality has a positive effect — It can directly clarify the benefits of improving the quality of behavior (must be rewarded) to strengthen the motivation for improving the quality of behavior. In other words, fulfilling one's wishes with quality has the function of directly strengthening good behavior motivation. Advocacy of fulfilling one's wishes with quality can not only take advantage of the advantages of human nature (pursuing progress and being competitive), but also take advantage of the weaknesses of human nature (having a natural motivation to pursue profits). Since the society and nature can make profit after doing well, there must be motivation to improve the quality of behavior. It can be predicted that the concept of "fulfilling one's wish with quality" and the truth contained

there in will play an important role in the theory and practice of ethics.

The previous ethical education basically only talked about giving (dedication), not about return, and there was no return theory (talking about returns is considered to be an act of carrying forward selfish desires that deviates from the moral track). The law of quality exchange and fulfilling one's wishes with quality are the first terms in human society and the basic principles of ethics — about the principle of the relationship between dedication and return (previously, you may know this, but the expression is limited to folk jingles or doggerel, without summarizing the basic principle of rich connotation, concise and accurate expression). It is also a high-level worldview and code of conduct worthy of being respected. This book points out that the essence of ethical management is mobilization management.

#### d) *Cases of the Existence of the Law of Quality Exchange*

Quality exchange is very different from economic transaction (economic value exchange). The exchange of value mentioned earlier is the exchange of material. Quality exchange is the exchange of the combination of spirit and matter governed by social and natural laws at the same time. Quality exchange is the comprehensive effect of a process accumulation, and its main body is not a single money circulation. Quality exchange includes the exchange between labor and material in economic exchange, which is to exchange behavior for material, power, honor and other spiritual enjoyment and good feeling. The weakness of the law of quality exchange is that the "quantity ratio" is not strict and that "scientificity and fairness depend on the correctness and discrimination ability of the majority of people", and it is strongly dependent on social culture and the level of productivity development.

The objective nature of the concept and phenomenon of "karma" undoubtedly includes the role of the law of quality exchange. The fundamental reason for "quality is the life of an enterprise, survive by quality, and develop by quality" is the existence of the law of quality exchange. In the period of princes' melee, whoever has a higher level of behavior (quality of military and political work) will eventually survive and even become the new overlord. The quality of the work of Qin Shihuang (秦始皇) and his ancestors was higher than that of the other six monarchs, so Qin (秦) finally defeated other countries and achieved the unification of China and achieved hegemony. Qin Yingzheng (秦嬴政) became the first emperor in history of China. This is the reward of "God" for his higher quality of work. The quality of Liu Bang's military and political work is higher than that of Xiang Yu (项羽), and "God" has given him a higher quality return. The quality of Zhu Yuanzhang's (朱元璋) behavior was higher than that of Zhang

Shicheng (张士诚) and Chen Youliang (陈友谅), and eventually defeated the military and political clique of these two men. Successful emperors in history have all traded the quality of their behaviors for the stability of the country. The reason for the change of dynasties is the proof of the existence of the law of quality exchange: When the improvement of the main system of a dynasty does not adapt to the development of the times (that is, the level of work quality is low), the survival of this dynasty is in serious crisis or even perish. People with a high level of work quality and overall quality of behavior in modern society can obtain high levels of power and/or honor. From a vulgar point of view, donating money and materials for public welfare is a way to get more money and materials in exchange for honor. However, most people do charity in exchange for their moral level (and also the quality of their behavior) for spiritual enjoyment.

Some force majeure negatively affects quality exchange and can even suspend quality exchange at some points. There is no difference in the probability that good people and bad people will be harmed in the face of car accidents and natural disasters. Because God does not exist, and nature has no consciousness, it cannot judge good and evil performance between people, and can only operate according to the laws of nature. Whether good or bad, after an accidental death, their quality exchange ceases. This does not mean that the quality exchange law of "involving natural factors" is ineffective, but that the relationship between humans and nature in accidental events does not conform to the law of causality, and the probability of such accidental events is very low, which has a negative impact on the overall quality exchange law poses no threat. The high moral behavior of saving one's life and helping people with relics has resulted in damage to the body or interests of those who have established virtue. In fact, their quality exchange process has not been suspended. Because, this kind of virtuous people will receive high honors themselves, and their families and descendants will still receive benefits. For the normal behavior of normal people, the law of quality exchange is stronger and more practical. Otherwise, there will not be so many people who believe that "good people are rewarded".

The exchange benchmark in the law of commodity exchange is the amount of socially necessary labor. The exchange benchmark in the law of quality exchange is the recognized principle of benefit distribution formed by the resonance of the public and the most reasonable input-output relationship determined by natural laws. As long as the quality of work and behavior of a person or a group is high, the person or group has a great chance of getting high-quality rewards, and the longer the time and the greater the scope, the greater the possibility. This is the case

even when people's judgments of behavioral quality are not very accurate. The underworld forces and gangs in the society have taken advantage of them in a few years or even decades. On the surface, it appears that the quality exchange law is not at work. However, we should see that there is no underworld force and gang that will not perish in the end (within the lifetime of the gang members). That is, in the end they must pay for their poor quality of behavior. We need to know that the exchange of equal quality level is generally not a short-term effect and a microscopic effect. The laws of the country, the ethics and culture in the society maintain the law of quality exchange. Some people are good at "presenting and performing", disguising, deceiving, and concealing, which leads to the failure of certain laws of quality exchange in a short period of time for these people. This may make some people have the illusion that "the punishment of the law of quality exchange can be avoided". The truth is that, like the law of value, quality exchange is volatile (fluctuates around the baseline exchange floor). As the saying goes, paper can't contain fire, delusions will inevitably be exposed (it's just a matter of time), and delusions will inevitably be corrected. The law of quality exchange including "good people are rewarded", "good is rewarded with good", and "evil is rewarded with evil" has always stood firm. The role of the law of quality exchange has never faded (the law of quality exchange has always been the injustice of the world). In short, the causal relationship between people, society and nature will never go away, and the law of quality exchange will never fail.

In different industries, the effect of quality exchange varies greatly. This also does not indicate that the law of quality exchange is out of order, but only indicates that there are many influencing factors of quality exchange. From a microscopic point of view, for different people or different time periods of the same person, the situation and effect of quality exchange are also quite different. However, whenever you start to pay attention to quality exchange and follow the law of quality exchange, you can see obvious effects. In the short term or for a few events, the law of quality exchange is not obvious, and even feels ineffective. However, in a longer period of time or experienced more events, the law of quality exchange can be reflected. Generally speaking, the effect of quality exchange always fluctuates around the benchmark of equal, fair and scientific normal quality exchange. In other words, quality exchange always tends to be equal, fair and scientific. It's like "as long as you plant and breed carefully, you will get the rewards you deserve". Deliberately violating the law of quality exchange and always exporting poor quality of behavior, over a long period of time, will either be condemned in terms of ethics and morality, affecting future generations, or will violate civil or criminal law (the reward is less certain). This is the profound meaning of the law of

quality exchange. Advocating the standard of fulfilling one's wish with quality is not only publicizing the law of quality exchange, but also a fair, reasonable and scientific requirement. As long as the whole people have the concept of fulfilling one's wish with quality, there will be huge social benefits. Therefore, it is necessary to advocate the standard of fulfilling one's wish with quality. This is the case even without the law of quality exchange.

In the past, management theories originating from the West were all aimed at improving the output, quality and profit of products and services. The development trend of human society is that all human activities are aimed at improving the happiness index of the people (increased satisfaction with life, *i.e.* increased happiness) [6]. With the continuous improvement of people's judging standards for behavior quality and the accuracy of judgment conclusions, the scientific role of the law of quality exchange will become more and more important. It is worth noting that the impartiality of the public (especially the impartiality of key figures) has a huge impact on the law of quality exchange. With the development of society and culture, the improvement of the overall quality of human beings, the improvement of the scientific nature of human evaluation code of conducts, and the enhancement of people's sense of justice, the law of quality exchange will become more and more scientific and fair, and the role it will play will become more and more scientific.

#### IV. CONCLUSION AND DISCUSSION

The definition of quality, the qualitative and quantitative relationship between quality and value, and the connotation and extension of the law of quality need further study. Ethics quality-science will have as much impact on management as behavioral sciences. The determinants of product and service quality are behavioral qualities. To change the constrained management to the mobilizing management requires the use of quality laws and quality-based regulations. The cultivation of a good corporate culture requires the standard of fulfilling one's wish with quality. Therefore, the law of quality and the standard of fulfilling one's wishes with quality are of great significance to business management and public management.

As mentioned earlier, quality exchange is mainly the exchange between behavior quality and resources. It is not an exchange of equal economic value, but tends to be exchanged at an equal level of quality. The quantitative relationship of exchange is that the output of the relatively positive factor is proportional to the input. This is a statistical result of a large sample and a long time. The exchange of small samples in a short time must deviate from this relative equilibrium state. The quality level of the process output (behavioral quality level) of the effort made by an individual or organization

is comparable to the level of impact of the resource return on the individual or organization's life (survival). In layman's terms, the law of quality exchange means that the higher the quality levels of the output behavior, the more reward you get (the more input you harvest).

Before the discovery of the law of quality exchange, the law of fulfilling one's wishes with quality and the standard of fulfilling one's wishes with quality, people can only encourage free contribution as the main way to carry out ethical and moral education, and are not ashamed to talk about returns. Even if it is talk about, we only limited to such superficial expressions as "I am for everyone, everyone is for me" and "good is rewarded, evil is rewarded". These superficial expressions are not profound principles but expressions of wishes, which can only be regarded as phenomenal expressions at most. After the establishment of the concept of the law of quality exchange and the concept of fulfilling one's wish with quality, there has been an objective and profound principle in ethics. The persuasiveness of ethical propaganda has been improved a lot. Moral and ethical education and publicity is no longer a monotonous preaching of free contribution, but a rightful talk about the objective return of society in accordance with the law. Publicizing the principle of fulfilling one's wishes with quality and regarding fulfilling one's wishes with quality as ethics and world outlook can strengthen people's motivation to follow ethics.

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